

The Business of Business-to-Business Sales

B2B Grand Central
1 Grosset Drive
Kirkwood, New York 13795
Phone: 800-847-5515 x 380
Fax: 607-775-4829
Email: deb.lewis@us.penguin.com

PENGUIN GROUP (USA) AND DK PUBLISHING

Become Your Community's Book Buying Resource

<https://booksellers.penguin.com>



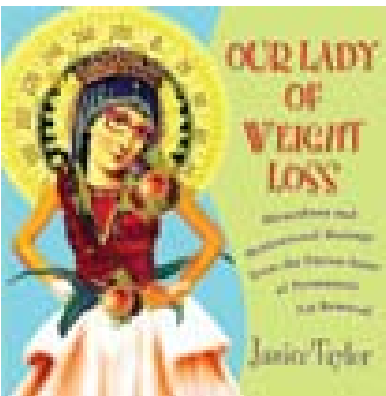
Interested in attending an upcoming B2B seminar?

I'll be giving a seminar on Outside Sales and Business-to-Business techniques for booksellers on Thursday, October 12th from 2:45-3:45 pm at the PNBA Trade Show at the Oregon Convention Center in Portland. —please stop by our B2B seminar if you are attending the show. Our B2B Resource Room at Book Expo 2006 (pictured above) was a success with many weary booksellers stopping in to ask questions, see what B2B books are “hot” right now or to organize a B2B seminar at their store.. Call me at 800-847-5515 x380 to talk about a seminar at your store. Your Penguin field or telephone sales reps are a wonderful B2B resources for you to use—please call or e-mail any of us for suggested titles, to receive free samples, to place orders or to brainstorm about potential B2B customers with. Your continued success with the program is our success too!

Lighten Up with OUR LADY OF WEIGHT LOSS

Our Lady Of Weight Loss
Miraculous and Motivational Musings from the Patron Saint of Permanent Fat Removal
by Michael Corbett
0452286697 \$15.00

Janice Taylor has written a book to compliment any weight loss plan. This book is a perfect B2B opportunity for diet centers, weight loss clinics, gyms, and motivational seminars everywhere. This fun and inspiring book came from Janice's own struggles to lose weight and she spent a “lifetime” losing and gaining weight until Our Lady of Weight Loss came to her rescue. Now fifty pounds lighter, Janice shares Our Lady's tried and true gospel of weight loss, guaranteed to help dieters slim down while they



Need a sample of this book to send out with your store's B2B letter? E-mail at deb.lewis@us.penguin.com to receive.

laugh it up. Our Lady Of Weight Loss is a fat-free, calorie-free, carb-free helping of inspiration and can be the perfect compliment to any weight loss center in your community. If you would like a free book to send out to a potential B2B customer, please e-mail me and I will send it to you right away.

An excerpt from Our Lady Of Weight Loss:

THREE OF THE TEN COMMANDMENTS OF PERMANENT FAT REMOVAL:

- 1. THOU SHALT HONOR AND BELIEVE IN THYSELF.
- 2. THOU SHALT MOVE THY BOOTY. MOVE IT AND MOVE IT SOME MORE.
- 7. THOU SHALT NOT EAT OUT OF MISERY, BOREDOM, ANXIETY...BUT SHOULD THY OVER-INDULGE, FORGIVE THYSELF IMMEDIATELY.

Visit [www. OurLadyOfWeightLoss.com](http://www.OurLadyOfWeightLoss.com)—Home of the Kick in the Tush Club for more ideas and inspiring tips to permanent weight loss!

Penguin Group (USA) and DK Publishing

The Business of Business-to-Business Sales

August, 2006

Published every 3 months, thereabouts

INSIDE THIS ISSUE:

NEW DISCOUNTS	1
Back to School	1
Small is Big	2
Work with who?	2
Caddies At Costco	2
SPEAKERS BUREAU	3
Our Lady Weighs In	4

Simple Steps To Take To Jump Start Your B2B Sales:

Advertise that your store provides discounts for bulk sales in your store's newsletter, on signage placed around the store, on your e-mail signature, on your store's website, on the phone message, on a flyer that you stuff in each customers purchase, and in your store's radio and print advertising.

New Discount Level Added To Our B2B Program

Good news! As of the beginning of August 06, booksellers ordering on their B2B accounts now earn a discount of **60%** on orders of 1000 or more units of a single title—a jump up from the 55% offered on orders of 100 or more units. This still includes all the other benefits of a B2B order—the ability to drop ship to an end customer, free freight, the ability to mark the order with a need by date and 30 day billing. Why the change in the program? Because

booksellers are making it work— in a big way—and needed the flexibility to be competitive in the big sale marketplace. If you think a large order of 1000 or more books can't happen at your store—retailers large and small— will tell you otherwise. So remember use your B2B discounts—25 or more units—50%, 100 or more units—55% and 1000 or more units – 60% as a platform to offer your customers the best bargains and value for their purchases, and know that we here at Penguin and



Our new level of discount lets you DREAM BIG and negotiate with confidence for large orders over 1000 units. Good discounting, free shipping, good service, good recommendations— Your B2B dreams can easily come true!

DK will do all we can to make your BIG ORDER DREAMS come true.

CLEARLY A GREAT IDEA—SHARING B2B SUCCESSES CAN HELP US ALL GROW OUR B2B SALES!

A bookseller in Ohio had big dreams when he brought a copy of the newly revised CLEAR AND SIMPLE THESAURUS DICTIONARY (048443090—\$10.99) to the attention of his local school district. The district was impressed with the content, layout and design and was convinced that this was a

book that every child in the school district should own. The resulting B2B orders was good news to our intrepid bookseller's ears—over 2000 copies were purchased from the store for the district. No wonder we have sold over 1.5 million copies of this book. And there is a copy in this suggestion box for you!



Two great new titles for corporate training: **SMALL IS THE NEW BIG** by Seth Godin and **YOU WANT ME TO WORK WITH WHO?** By Julie Jansen

SMALL IS THE NEW BIG-93 Riffs, Rants and Remarkable Business Ideas

“And I am betting that once inspired, you’ll actually make something happen.”
Seth Godin

9781591841265 \$25.95

The author of **PURPLE COW** and **ALL MARKETERS ARE LIARS** has collected in one volume the most provocative short pieces from his pioneering blog and columns in **FAST COMPANY** magazine.

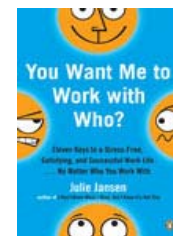
It is perfect for the busy business executive who “missed it” the first time round—and a perfect B2B opportunity to give a big dose of inspiration to employees at companies of any size. Remember, once you make a B2B sale with one of Seth’s books, your customer will want to buy all of his titles—repeat business is what B2B is all about!

Career consultant Julie Jansen has written a clear-headed, no nonsense guide to getting along with or managing all types of employees—it is an invaluable resource guide suitable for any type of business. This \$14 paperback (sample in the box! 0143036807) features self assessment exercises designed to identify the root causes of problem behavior and smart, viable solutions and tips for managing different kinds of difficult people. It is a savvy, humane guide to reducing stress, establishing workplace harmony, and making sure that no one stands in the way of career goals. Show it to a human resource professional in your community soon!



SETH GODIN

Seth’s **SMALL IS THE NEW BIG** will be used by corporations around the US..



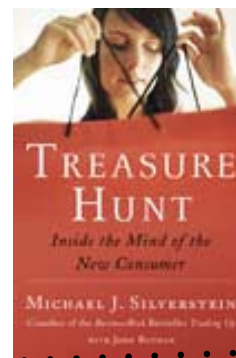
0143036807- \$14.00

We’ve all had an “abusive” boss or a “toxic” coworker or an assistant who was “just a little bit difficult”.

A BMW in a COSTCO parking lot? Michael Silverstein’s TREASURE HUNT Explains What Is Going On In The Mind Of The New Consumer

Treasure Hunt (1591841232 \$26.95) is a great book to read and learn about what is going on in the minds of today’s consumers. We have all seen it—shoppers in the big discount stores stocking up on value flats of toilet paper with a plasma TV in the cart. Michael Silverstein has researched this phenomenon—it turns out that, in just about every consumer category, both the high end and the low end are growing and innovation rich. Many middle class consumers gladly spend \$5.00 a day

for a Starbucks latte; others spend 40 cents a day on home brewed coffee, feel good about their frugality, and save up the difference to buy Apple’s newest Nano. **Treasure Hunt** explains the success of companies as diverse as Dollar General, Ebay, and Tchibo—and can teach any company how to jump on today’s consumer trends. Look through the brochure in our box and e-mail me for a sample book today.



Spotlight: Penguin’s New **SPEAKERS BUREAU**

I had the pleasure of speaking with Jacqueline Fischetti— founder and organizer of Penguin’s new **SPEAKERS BUREAU**. I was immediately impressed with what a wonderful B2B opportunity this is for booksellers—you can be the liaison between local community groups clamoring for authors and Penguin’s stable of **SPEAKERS BUREAU** authors. The opportunities for reselling books at events or doing B2B sales are tremendous and I asked Jackie how things at the **SPEAKERS BUREAU** operate.

Deb: What is a Speakers Bureau and what do they do?

Jackie: Speakers Bureaus work with meeting and event coordinators to help them secure the right speaker for their event. The Penguin Speakers Bureau, specifically, will assist in everything from coordinating travel for the speaker, ensuring book

orders arrive on time for the event to providing biographies and photographs for promotional materials.

Deb: Can a bookstore suggest to a corporation or group that they hire one of Penguin’s Speakers Bureau Authors?

Jackie: Yes, they most certainly can. We’re happy to hear suggestions from the bookstores. We also look forward to working together on providing books to the organizations when they hire an author from the Penguin Speakers Bureau for an event.

Deb: Who provides the books? Who pays for the speaker?

Jackie: The client (the organization) hiring the speaker pays for the speaker.

As touched on in the first question, we’ll work directly with the client on providing books for their event. There are a number of ways they might want to provide books to attendees. A corporation may want to buy a book for each employee or perhaps a club may ask us to coordinate having a local bookseller sell books at the event. Whatever the client’s needs are, we’ll work with them on meeting those needs.

Deb: Where can a bookseller or a customer learn more about the program?

Jackie: To learn a little more

about this new division, booksellers and customers can check out Penguin’s recent press release on our bookseller website <http://booksellers.penguin.com>.

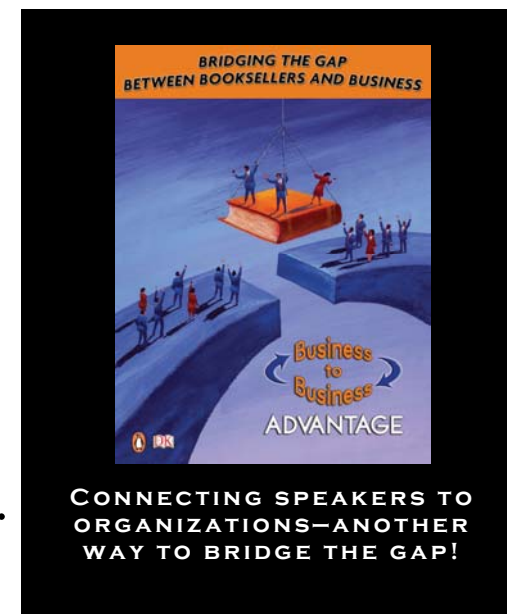
And, of course, they can always feel free to contact us by phone 212.366.2271 or by email at speakersbureau@us.penguin.com.

And please do look out for our website coming this fall! www.penguinstalkersbureau.com.



HARLAN COBEN is just one of the many charismatic Penguin authors available through our new Speakers Bureau.

Added value: You can supply your community with the newest books and access to the best speakers!



CONNECTING SPEAKERS TO ORGANIZATIONS—ANOTHER WAY TO BRIDGE THE GAP!